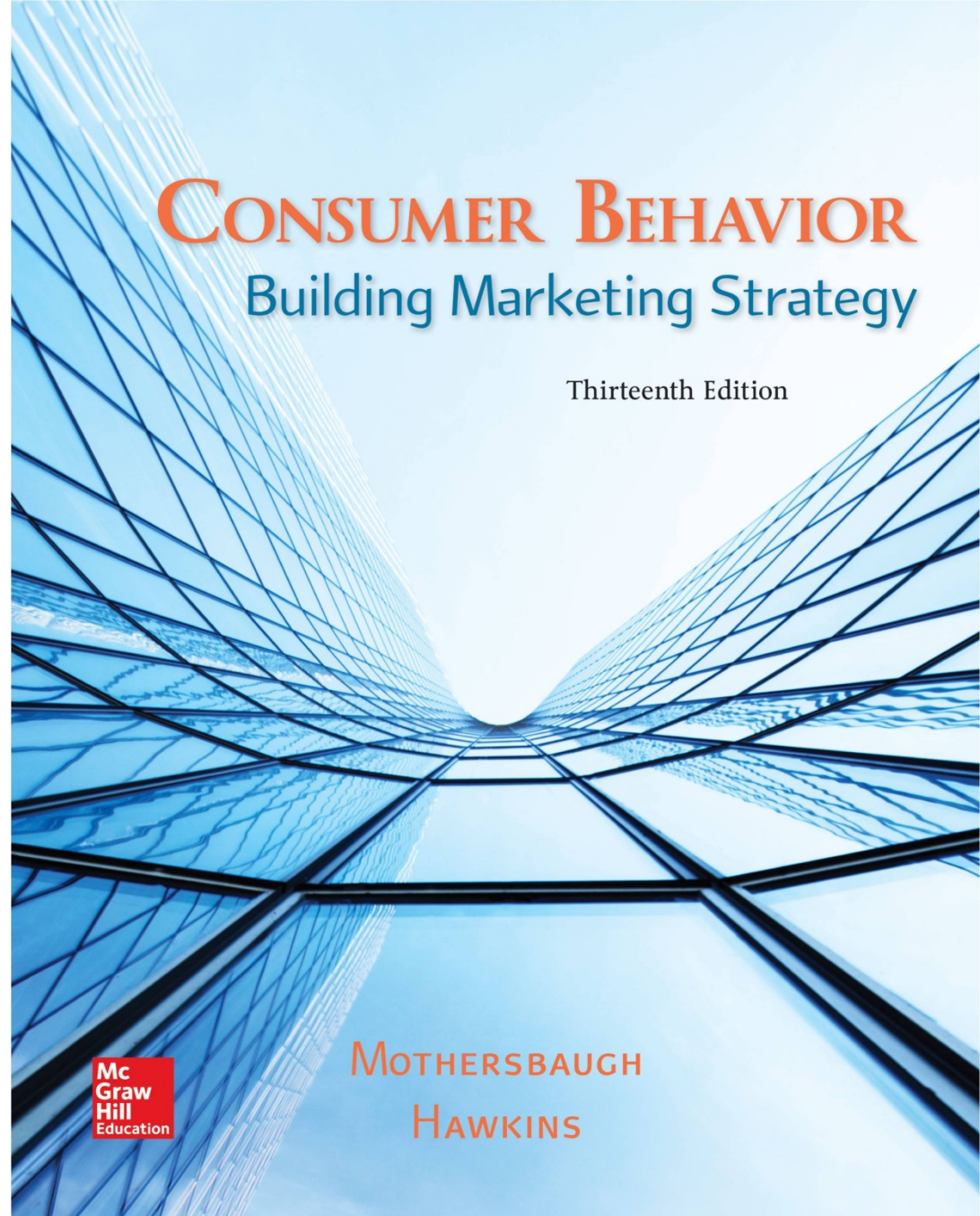


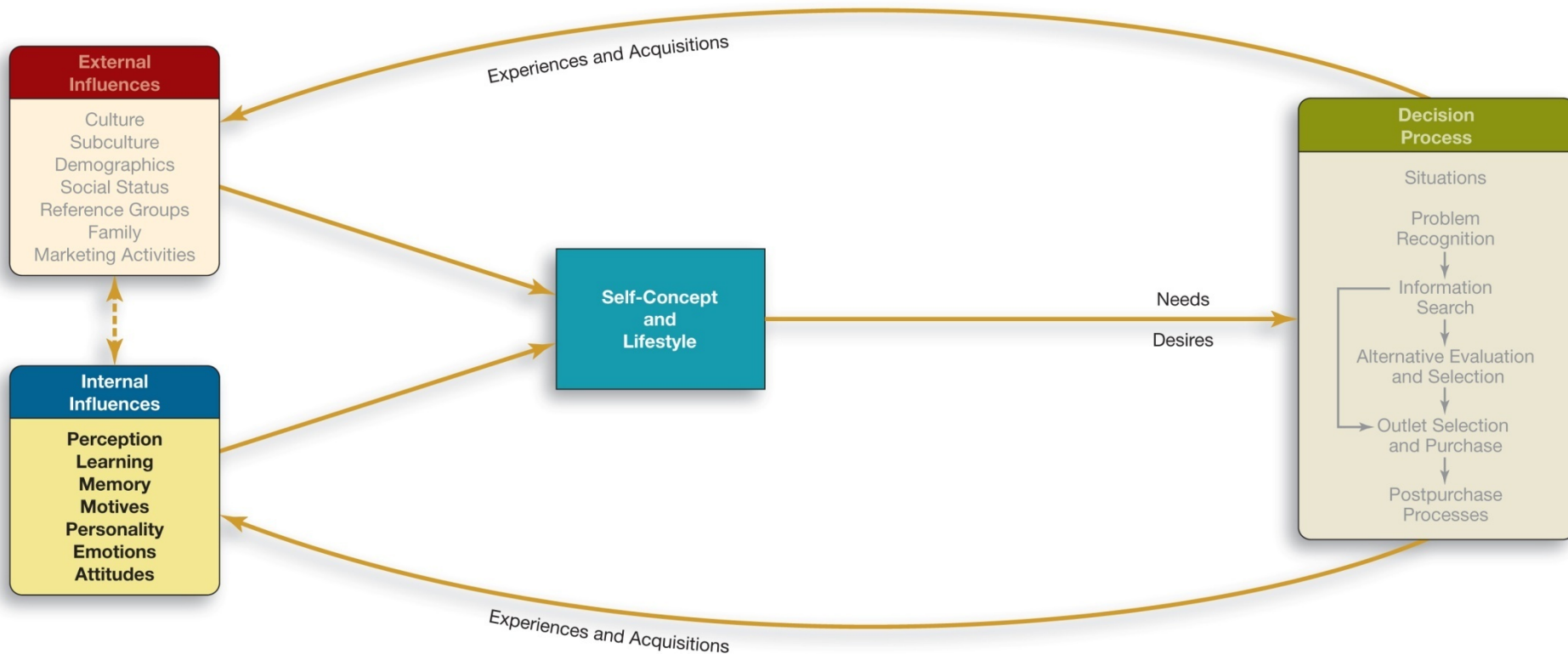
CHAPTER 12

Self-Concept and Lifestyle



PART III: INTERNAL INFLUENCES

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Self-Concept

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TABLE 12-1

Dimensions of a Consumer's Self-Concept

Dimensions of Self-Concept	Actual Self-Concept	Ideal Self-Concept
<i>Private self</i>	How I actually see myself	How I would like to see myself
<i>Social self</i>	How others actually see me	How I would like others to see me



creatas/PunchStock; Kim Steele/Getty Images; Andrew Wakeford/Getty Images

Self-Concept

Independent/Interdependent Self-Concepts

Individuals with an independent self-concept tend to be

- *Individualistic*
- *Egocentric*
- *Autonomous*
- *Self-Reliant, and*
- *Self-Contained*

Individuals with an interdependent self-concept tend to be

- *Obedient*
- *Sociocentric*
- *Holistic*
- *Connected, and*
- *Relation oriented*

Self-Concept

Possessions and the Extended Self

The ***extended self*** consists of the *self* plus *possessions*.

People tend to define themselves in part by their possessions.

A ***peak experience*** is an experience that surpasses the usual level of intensity, meaningfulness and richness and produces feelings of joy and self-fulfillment.



Neil Marriot/Digital Vision/Getty Images

Tattoos can become a part of one's extended self

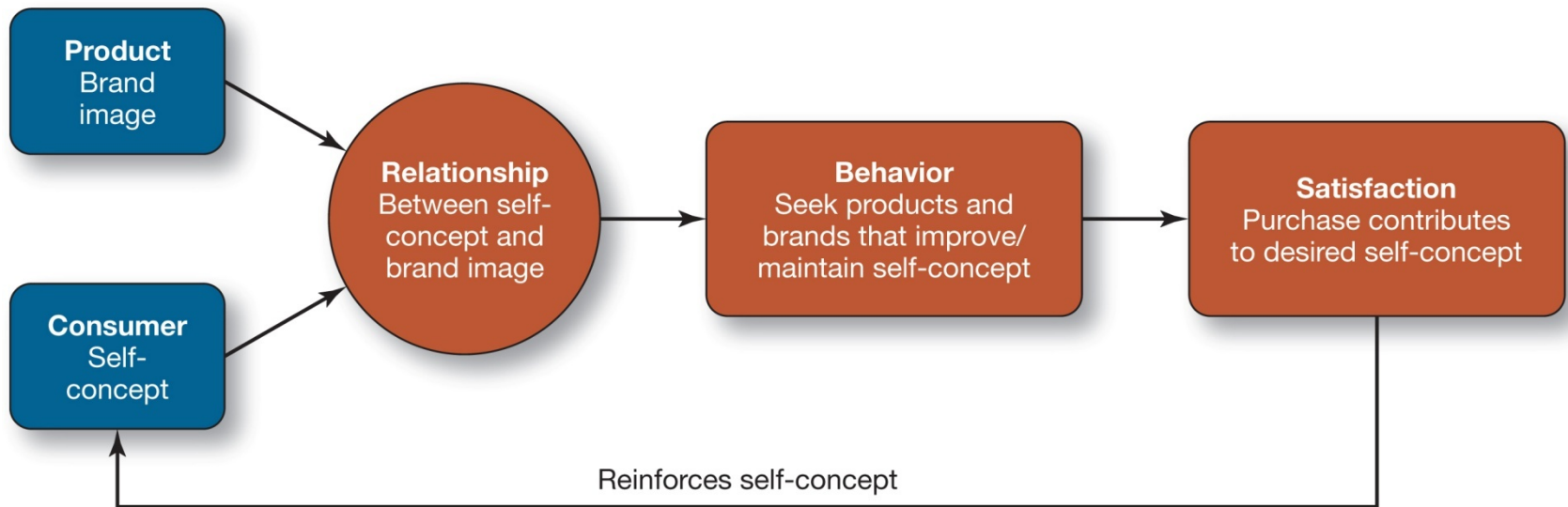
Measurement Scales for Self-Concepts, Person Concepts, and Product Concepts

1. Rugged	_____	_____	_____	_____	_____	_____	_____	Delicate
2. Excitable	_____	_____	_____	_____	_____	_____	_____	Calm
3. Uncomfortable	_____	_____	_____	_____	_____	_____	_____	Comfortable
4. Dominating	_____	_____	_____	_____	_____	_____	_____	Submissive
5. Thrifty	_____	_____	_____	_____	_____	_____	_____	Indulgent
6. Pleasant	_____	_____	_____	_____	_____	_____	_____	Unpleasant
7. Contemporary	_____	_____	_____	_____	_____	_____	_____	Noncontemporary
8. Organized	_____	_____	_____	_____	_____	_____	_____	Unorganized
9. Rational	_____	_____	_____	_____	_____	_____	_____	Emotional
10. Youthful	_____	_____	_____	_____	_____	_____	_____	Mature
11. Formal	_____	_____	_____	_____	_____	_____	_____	Informal
12. Orthodox	_____	_____	_____	_____	_____	_____	_____	Liberal
13. Complex	_____	_____	_____	_____	_____	_____	_____	Simple
14. Colorless	_____	_____	_____	_____	_____	_____	_____	Colorful
15. Modest	_____	_____	_____	_____	_____	_____	_____	Vain

Self-Concept

The Relationship Between Self-Concept and Brand Image Influence

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<https://youtu.be/l1vnsqbnAkk>

The Nature of Lifestyle

Lifestyle is basically how a person lives. It is how one enacts his or her self-concept.

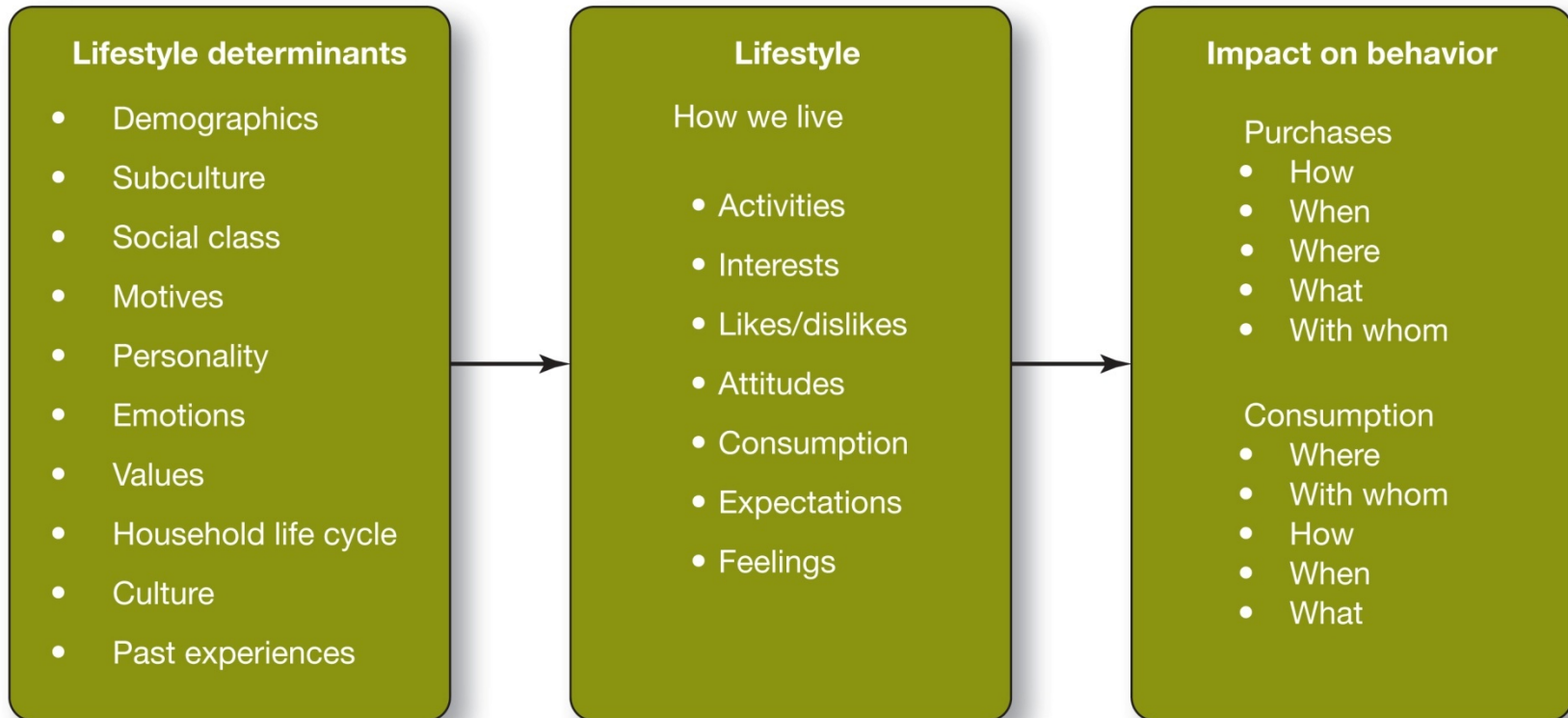
Influences all aspects of one's consumption behavior.

Is determined by the person's past experiences, innate characteristics, and current situation.

The Nature of Lifestyle

Lifestyle and the Consumer Process

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The Nature of Lifestyle

Measurement of Lifestyle

Attempts to develop quantitative measures of lifestyle were initially referred to as ***psychographics***. Measures include:

<i>Attitudes</i>	Evaluative statements about other people, places, ideas, products, etc.
<i>Values</i>	Widely held beliefs about what is acceptable or desirable
<i>Activities and Interests</i>	Nonoccupational behaviors to which consumers devote time and effort, such as hobbies, sports, public service, and church
<i>Demographics</i>	Age, education, income, occupation, family structure, ethnic background
<i>Media patterns</i>	The specific media the consumer utilize
<i>Usage rates</i>	Measurements of consumption within a specified product category; often consumers are categorized as heavy, medium, light, or nonusers

The Nature of Lifestyle

Two specific lifestyle schemes:

- 1. Luxury Sports Cars***
- 2. Technology***

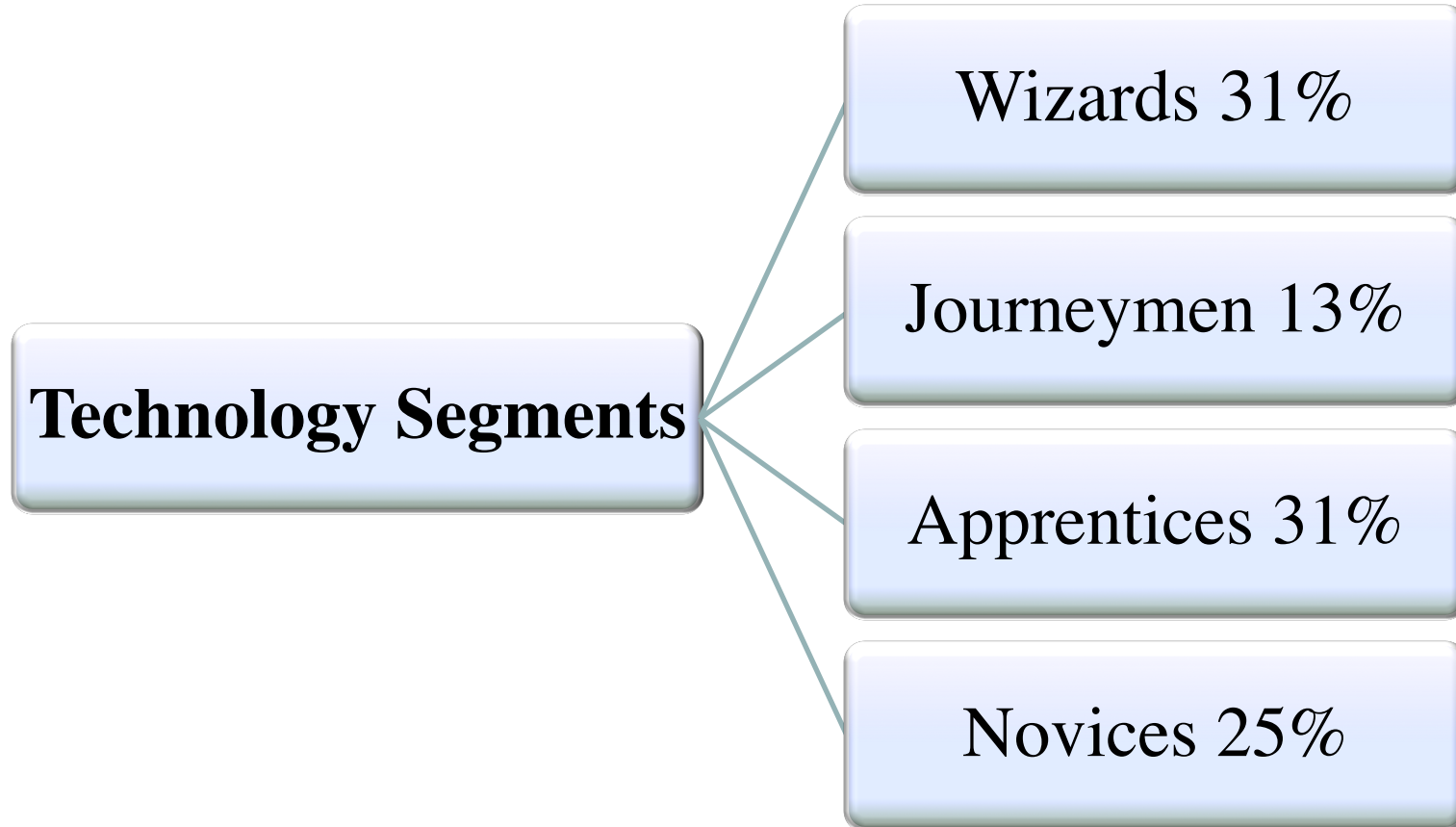
The Nature of Lifestyle

Porsche Consumer Segments

<i>Top Guns (27%)</i>	Ambitious and driven, this group values power and control and expects to be noticed.
<i>Elitists (24%)</i>	These old-family-money “blue-bloods” don’t see a car as an extension of their personality. Cars are cars no matter what the price tag.
<i>Proud Patrons 23%)</i>	This group purchases a car to satisfy themselves, not to impress others. A car is a reward for their hard work.
<i>Bon Vivants (17%)</i>	These thrill seekers and “jet-setters” see cars as enhancing their already existing lives.
<i>Fantasists (9%)</i>	This group uses their car as an escape, not as a means to impress others. In fact, they feel a bit of guilt for owning a Porsche.

The Nature of Lifestyle

Technology Segments



The Nature of Lifestyle

Three general lifestyle schemes:

1. *The VALS™ System*

2. *The PRIZM® System*

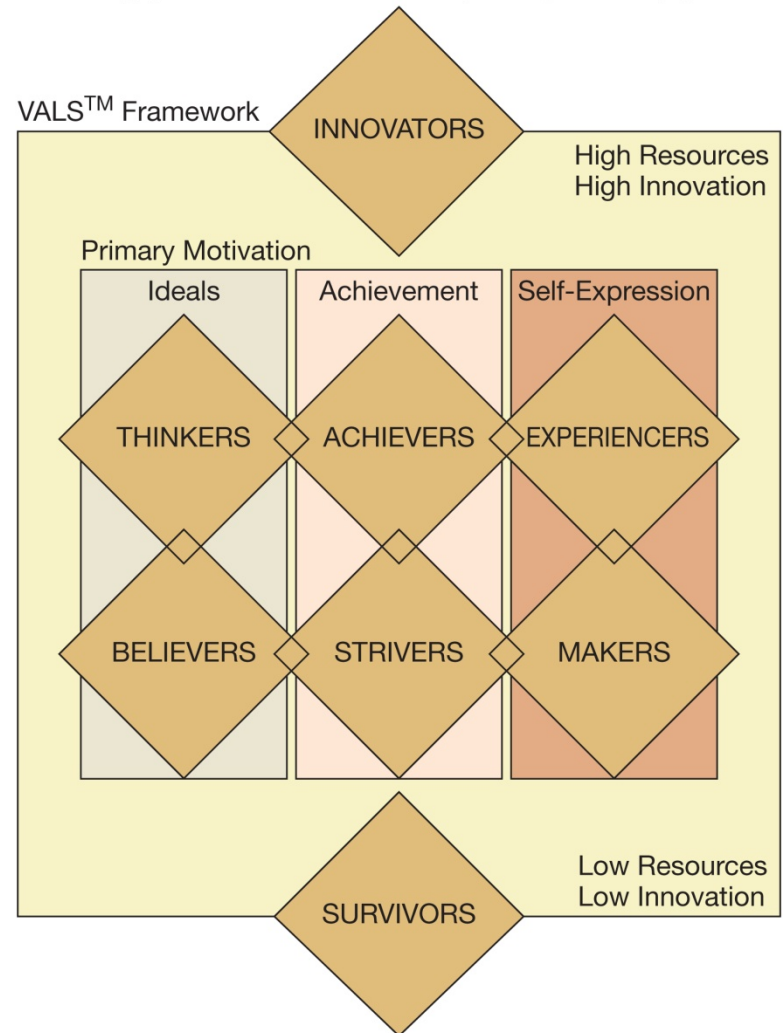
3. *Roper Starch Global Lifestyles*

The VALS™ System

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VALS provides a systematic classification of U.S. adults into *eight* distinct consumer segments.

VALS is based on enduring psychological characteristics that correlate with purchase patterns.



The VALS™ System

Three Primary Consumer Motivations:

- 1. Ideals Motivation***
- 2. Achievement Motivation***
- 3. Self-Expression Motivation***

The VALS™ System

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Underlying Differences across VALS™ Motivational Types

TABLE

12-3

	Primary Motivation		
	Ideals	Achievement	Self-Expression
They are	Information seeking	Goal oriented	Spontaneous
They make	Choices based on principles	Choices to enhance position	Choices to have emotional impact
They buy	Functionality and reliability	Success symbols	Experiences
They seek	Understanding	Social approval	Adventure, excitement, novelty
They pursue	Self-development	Self-improvement	Self-reliance
They resist	Impulse	Risk	Authority
They ask	What “should” I do?	What are others like me doing?	What do I feel like doing?

Source: Strategic Business Insights (SBI), www.strategicbusinessinsights.com/vals.

Geo-Lifestyle Analysis (PRIZM)

Sample PRIZM Segments

- *Young Digerati*
- *Blue Blood Estates*
- *Big Fish, Small Pond*
- *Pools and Patios*
- *Young & Rustic*
- *Golden Ponds*

International Lifestyles

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Global Lifestyle Segments Identified by Roper Starch Worldwide

TABLE 12-5

Strivers (23 percent)—value material and professional goals and are driven by wealth, status, and power. They like computers and cell phones but have little time for media beyond newspapers. Middle aged, and skewing male, Strivers are found disproportionately (33 percent) in Asia.

Devouts (22 percent)—value duty, tradition, faith, obedience, and respect for elders. They are the least media involved and least interested in Western brands. Skewing female, Devouts are most common in developing Asia (e.g., Philippines), Africa, and the Middle East and least common in developed Asia (e.g., Japan) and Western Europe.

Altruists (18 percent)—are interested in social issues and the welfare of society. They are well educated and older, with a median age of 44. Skewing female, Altruists are most common in Latin America and Russia.

Intimates (15 percent)—value close personal relationships and family. They are heavy users of broadcast media, enjoy cooking and gardening, and are good targets for familiar consumer brands. Gender balanced, Intimates are more common in Europe and the United States (25 percent) and less common in developing Asia (7 percent).

Fun Seekers (12 percent)—value adventure, pleasure, and excitement. They are heavy users of electronic media, are fashion conscious, and like going to restaurants, bars, and clubs. Fun Seekers are the youngest, the most global in their lifestyles, roughly gender balanced, and more common in developed Asia.

Creatives (10 percent)—are interested in knowledge, education, and technology. They are the heaviest users of media, particularly books, magazines, and newspapers. They also lead the way in technology, including owning a computer and surfing the net. Gender balanced, Creatives are more common in Latin America and Western Europe.

Source: Global Lifestyle Segments, Roper Starch Worldwide.